

Rep Order# 9828871 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 09/26/2012 8:09 AM
Last Received: 09/25/2012 5:33 PM
Showing Buylines: All Lines

1 of 4

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product ROMNEY 4 PRESIDENT
Estimate# 403
Buyer STEPHANIE KINCAID
Phone#
Fax#

Agency () AMERICAN RAMBLER PRODUCTION
138 CONANT ST
BEVERLY, MA 01915
Agency C/P1/P2/E //403
Flight Dates 09/26/2012 - 10/02/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW POLITICAL ORDER - PLS CF - THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	W-F	6A-630A	NEWS	:30	\$450.00	09/26-09/28	6 P2	1	6	\$2,700.00	
	2	M-TU	6A-630A	NEWS	:30	\$325.00	10/01-10/02	4 P3	1	4	\$1,300.00	
	3	M-TU	630A-7A	NEWS	:30	\$325.00	10/01-10/02	4 P3	1	4	\$1,300.00	
	4	W-F	630A-7A	NEWS	:30	\$450.00	09/26-09/28	6 P2	1	6	\$2,700.00	
	5	M-TU	7A-8A	EARLY SHOW	:30	\$190.00	10/01-10/02	4 P3	1	4	\$760.00	
	6	W-F	7A-8A	EARLY SHOW	:30	\$225.00	09/26-09/28	6 P2	1	6	\$1,350.00	
	7	M-TU	8A-9A	EARLY SHOW	:30	\$190.00	10/01-10/02	4 P3	1	4	\$760.00	
	8	W-F	8A-9A	EARLY SHOW	:30	\$225.00	09/26-09/28	6 P2	1	6	\$1,350.00	
	9	W-F	11A-12P	PRICE IS RIGHT	:30	\$1,000.00	09/26-09/28	3 P1	1	3	\$3,000.00	
	10	M-TU	11A-12P	PRICE IS RIGHT	:30	\$650.00	10/01-10/02	2 P2	1	2	\$1,300.00	
	11	M-TU	12P-1230P	NEWS	:30	\$350.00	10/01-10/02	4 P3	1	4	\$1,400.00	

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	12	W-F	12P-1230P	NEWS	:30	\$500.00	09/26-09/28	6 P2	1	6	\$3,000.00	
	13	M-TU	5P-530P	NEWS	:30	\$525.00	10/01-10/02	4 P3	1	4	\$2,100.00	
	14	W-F	5P-530P	NEWS	:30	\$750.00	09/26-09/28	6 P2	1	6	\$4,500.00	
	15	M-TU	530P-6P	NEWS	:30	\$525.00	10/01-10/02	4	1	4	\$2,100.00	
	16	W-F	530P-6P	NEWS	:30	\$800.00	09/26-09/28	6 P2	1	6	\$4,800.00	
	17	M-TU	6P-630P	NEWS	:30	\$1,200.00	10/01-10/02	4 P2	1	4	\$4,800.00	
	18	W-F	6P-630P	NEWS	:30	\$1,900.00	09/26-09/28	6 P1	1	6	\$11,400.00	
	19	W-F	730P-8P	ENT TONIGHT	:30	\$850.00	09/26-09/28	6 P2	1	6	\$5,100.00	
	20	M-TU	730P-8P	ENT TONIGHT	:30	\$1,200.00	10/01-10/02	4	1	4	\$4,800.00	
	21	M-TU	11P-1130P	NEWS	:30	\$1,100.00	10/01-10/02	3 P3	1	3	\$3,300.00	
	22	W-F	11P-1130P	NEWS	:30	\$1,800.00	09/26-09/28	3 P2	1	3	\$5,400.00	
	23	W	9P-10P	CRIMINAL MINDS	:30	\$5,500.00	09/26-09/26	1	1	1	\$5,500.00	
	24	W	10P-11P	CSI	:30	\$3,000.00	09/26-09/26	1	1	1	\$3,000.00	
	25	TH	8P-9P	BIG BANG	:30	\$5,000.00	09/27-09/27	1 P2	1	1	\$5,000.00	
	26	F	8P-9P	CSI: NY	:30	\$1,600.00	09/28-09/28	1 P3	1	1	\$1,600.00	
	27	F	10P-11P	BLUE BLOOD	:30	\$5,000.00	09/28-09/28	1 P	1	1	\$5,000.00	
	28	SA	6A-7A	NEWS	:30	\$125.00	09/29-09/29	1 P3	1	1	\$125.00	

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	29	SA	7A-8A	NEWS	:30	\$125.00	09/29-09/29	1 P3	1	1	\$125.00	
	30	SA	8A-9A	SAT EARLY SHOW	:30	\$350.00	09/29-09/29	1 P2	1	1	\$350.00	
	31	SA	9A-10A	SAT EARLY SHOW	:30	\$350.00	09/29-09/29	1 P2	1	1	\$350.00	
	32	SA	6P-630P	NEWS	:30	\$250.00	09/29-09/29	1 P3	1	1	\$250.00	
	33	SA	9P-10P	CRIMETIME	:30	\$350.00	09/29-09/29	1 P4	1	1	\$350.00	
	34	SA	10P-11P	48 HRS	:30	\$1,000.00	09/29-09/29	1 P3	1	1	\$1,000.00	
	35	SA	11P-1130P	NEWS	:30	\$1,800.00	09/29-09/29	2 P2	1	2	\$3,600.00	
	36	SU	9A-930A	NEWS	:30	\$450.00	09/30-09/30	1 P2	1	1	\$450.00	
	37	SU	930A-10A	NEWS	:30	\$450.00	09/30-09/30	2 P2	1	2	\$900.00	
	38	SU	10A-1030A	NEWS	:30	\$450.00	09/30-09/30	2 P2	1	2	\$900.00	
	39	SU	1030A-11A	FACE THE NATION	:30	\$450.00	09/30-09/30	1	1	1	\$450.00	
	40	SU	630P-7P	NEWS	:30	\$450.00	09/30-09/30	1 P3	1	1	\$450.00	
	41	SU	7P-8P	60 MIN	:30	\$2,500.00	09/30-09/30	2 P2	1	2	\$5,000.00	
	42	SU	9P-10P	GOOD WIFE	:30	\$4,500.00	09/30-09/30	2 P2	1	2	\$9,000.00	
	43	SU	10P-11P	MENTALIST	:30	\$5,000.00	09/30-09/30	2 P2	1	2	\$10,000.00	
	44	SU	11P-1130P	NEWS	:30	\$1,800.00	09/30-09/30	2 P2	1	2	\$3,600.00	

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---REPORT TOTALS---

Report Totals: 130 / \$126,220.00

---SALES MONTHLY TOTALS---

Sep 12: 89 / \$102,300.00 Oct 12: 41 / \$23,920.00

Sales Totals: 130 / \$126,220.00

Station Totals: 130 / \$126,220.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$394,438	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	29%
		WKRC	32%	WLWT	20%	WSTR	0%	WXIX	19%		

---COMPETITIVE COMMENTS---

WKRC = 126220

WCPC = 111850

WXIX = 74450

WLWT = 80325

TTL = 392845

Books null
Demos RA35+

Spot Manager: All, 09/26/12-10/02/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Romney/R/President												
Agency: American Rambler Pro												
Station: WKRC-TV												
Order: 60078												
Line: 1												
09/27/12	Thursday	12:07 AM	:30	\$450.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	ROMNEY 4 PRESIDENT 403		P-2	2	MWASH-
09/27/12	Thursday	04:26 AM	:30	\$450.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	ROMNEY 4 PRESIDENT 403		P-2	1	MWASH-
09/27/12	Thursday	28:44 AM	:30	\$450.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	ROMNEY 4 PRESIDENT 403		P-2	3	MWASH-
09/28/12	Friday	57:31 AM	:30	\$450.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	ROMNEY 4 PRESIDENT 403		P-2	5	MWASH-
09/28/12	Friday	29:14 AM	:30	\$450.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	ROMNEY 4 PRESIDENT 403		P-2	4	MWASH-
09/28/12	Friday	11:57 AM	:30	\$450.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	ROMNEY 4 PRESIDENT 403		P-2	6	MWASH-
											\$2,700.00	6
Line: 2												
10/01/12	Monday		:30	\$325.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	ROMNEY 4 PRESIDENT 403		P-3	1	MWASH-
10/01/12	Monday		:30	\$325.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	ROMNEY 4 PRESIDENT 403		P-3	4	MWASH-
10/02/12	Tuesday		:30	\$325.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	ROMNEY 4 PRESIDENT 403		P-3	3	MWASH-
10/02/12	Tuesday		:30	\$325.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	ROMNEY 4 PRESIDENT 403		P-3	2	MWASH-
											\$1,300.00	4
Line: 3												
10/01/12	Monday		:30	\$325.00		6a Good Morn Cincinna	(6:30:00 AM-7:00:00 A	ROMNEY 4 PRESIDENT 403		P-3	1	MWASH-
10/01/12	Monday		:30	\$325.00		6a Good Morn Cincinna	(6:30:00 AM-7:00:00 A	ROMNEY 4 PRESIDENT 403		P-3	3	MWASH-
10/02/12	Tuesday		:30	\$325.00		6a Good Morn Cincinna	(6:30:00 AM-7:00:00 A	ROMNEY 4 PRESIDENT 403		P-3	4	MWASH-
10/02/12	Tuesday		:30	\$325.00		6a Good Morn Cincinna	(6:30:00 AM-7:00:00 A	ROMNEY 4 PRESIDENT 403		P-3	2	MWASH-
											\$1,300.00	4
Line: 4												
09/27/12	Thursday	51:22 AM	:30	\$450.00		6a Good Morn Cincinna	(6:30:00 AM-7:00:00 A	ROMNEY 4 PRESIDENT 403		P-2	1	MWASH-
09/27/12	Thursday	35:25 AM	:30	\$450.00		6a Good Morn Cincinna	(6:30:00 AM-7:00:00 A	ROMNEY 4 PRESIDENT 403		P-2	2	MWASH-
09/27/12	Thursday	43:06 AM	:30	\$450.00		6a Good Morn Cincinna	(6:30:00 AM-7:00:00 A	ROMNEY 4 PRESIDENT 403		P-2	3	MWASH-
09/28/12	Friday	44:06 AM	:30	\$450.00		6a Good Morn Cincinna	(6:30:00 AM-7:00:00 A	ROMNEY 4 PRESIDENT 403		P-2	4	MWASH-
09/28/12	Friday	28:44 AM	:30	\$450.00		6a Good Morn Cincinna	(6:30:00 AM-7:00:00 A	ROMNEY 4 PRESIDENT 403		P-2	6	MWASH-
09/28/12	Friday	50:22 AM	:30	\$450.00		6a Good Morn Cincinna	(6:30:00 AM-7:00:00 A	ROMNEY 4 PRESIDENT 403		P-2	5	MWASH-
											\$2,700.00	6
Line: 5												
10/01/12	Monday		:30	\$190.00		CBS This Morning	(7:00:00 AM-8:00:00 A	ROMNEY 4 PRESIDENT 403		P-3	1	MWASH-
10/01/12	Monday		:30	\$190.00		CBS This Morning	(7:00:00 AM-8:00:00 A	ROMNEY 4 PRESIDENT 403		P-3	4	MWASH-
10/02/12	Tuesday		:30	\$190.00		CBS This Morning	(7:00:00 AM-8:00:00 A	ROMNEY 4 PRESIDENT 403		P-3	2	MWASH-
10/02/12	Tuesday		:30	\$190.00		CBS This Morning	(7:00:00 AM-8:00:00 A	ROMNEY 4 PRESIDENT 403		P-3	3	MWASH-
											\$760.00	4
Line: 6												
09/27/12	Thursday	28:56 AM	:30	\$225.00		CBS This Morning	(7:00:00 AM-8:00:00 A	ROMNEY 4 PRESIDENT 403		P-2	2	MWASH-
09/27/12	Thursday	36:07 AM	:30	\$225.00		CBS This Morning	(7:00:00 AM-8:00:00 A	ROMNEY 4 PRESIDENT 403		P-2	3	MWASH-
09/27/12	Thursday		:30	\$225.00		CBS This Morning	(7:00:00 AM-8:00:00 A	ROMNEY 4 PRESIDENT 403		P-2	1	MWASH-
09/28/12	Friday	36:07 AM	:30	\$225.00		CBS This Morning	(7:00:00 AM-8:00:00 A	ROMNEY 4 PRESIDENT 403		P-2	6	MWASH-
09/28/12	Friday	49:21 AM	:30	\$225.00		CBS This Morning	(7:00:00 AM-8:00:00 A	ROMNEY 4 PRESIDENT 403		P-2	4	MWASH-
09/28/12	Friday	58:56 AM	:30	\$225.00		CBS This Morning	(7:00:00 AM-8:00:00 A	ROMNEY 4 PRESIDENT 403		P-2	5	MWASH-

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/26/12-10/02/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
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Advertiser: Romney/R/President

Agency: American Rambler Pro

Station: WKRC-TV

Order: 60078

Line: 6

				\$1,350.00							6	
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Line: 7

10/01/12	Monday		:30	\$190.00		CBS This Morning	(8:00:00 AM-9:00:00 A	ROMNEY 4 PRESIDENT 403		P-3	1	MWASH-
10/01/12	Monday		:30	\$190.00		CBS This Morning	(8:00:00 AM-9:00:00 A	ROMNEY 4 PRESIDENT 403		P-3	3	MWASH-
10/02/12	Tuesday		:30	\$190.00		CBS This Morning	(8:00:00 AM-9:00:00 A	ROMNEY 4 PRESIDENT 403		P-3	2	MWASH-
10/02/12	Tuesday		:30	\$190.00		CBS This Morning	(8:00:00 AM-9:00:00 A	ROMNEY 4 PRESIDENT 403		P-3	4	MWASH-
				\$760.00							4	

Line: 8

09/27/12	Thursday	3:24:00 AM	:30	\$225.00		CBS This Morning	(8:00:00 AM-9:00:00 A	ROMNEY 4 PRESIDENT 403		P-2	2	MWASH-
09/27/12	Thursday	3:36:50 AM	:30	\$225.00		CBS This Morning	(8:00:00 AM-9:00:00 A	ROMNEY 4 PRESIDENT 403		P-2	3	MWASH-
09/27/12	Thursday	3:58:56 AM	:30	\$225.00		CBS This Morning	(8:00:00 AM-9:00:00 A	ROMNEY 4 PRESIDENT 403		P-2	1	MWASH-
09/28/12	Friday	3:53:00 AM	:30	\$225.00		CBS This Morning	(8:00:00 AM-9:00:00 A	ROMNEY 4 PRESIDENT 403		P-2	6	MWASH-
09/28/12	Friday	3:19:30 AM	:30	\$225.00		CBS This Morning	(8:00:00 AM-9:00:00 A	ROMNEY 4 PRESIDENT 403		P-2	5	MWASH-
09/28/12	Friday	3:45:25 AM	:30	\$225.00		CBS This Morning	(8:00:00 AM-9:00:00 A	ROMNEY 4 PRESIDENT 403		P-2	4	MWASH-
				\$1,350.00							6	

Line: 9

09/27/12	Thursday	5:58:56 AM	:30	\$1,000.00		The Price is Right	11:00 AM-12:00 PM	ROMNEY 4 PRESIDENT 403		P-1	1	MWASH-
09/27/12	Thursday	1:28:41 AM	:30	\$1,000.00		The Price is Right	11:00 AM-12:00 PM	ROMNEY 4 PRESIDENT 403		P-1	2	MWASH-
09/28/12	Friday	1:28:41 AM	:30	\$1,000.00		The Price is Right	11:00 AM-12:00 PM	ROMNEY 4 PRESIDENT 403		P-1	3	MWASH-
				\$3,000.00							3	

Line: 10

10/01/12	Monday		:30	\$650.00		The Price is Right	11:00 AM-12:00 PM	ROMNEY 4 PRESIDENT 403		P-2	1	MWASH-
10/02/12	Tuesday		:30	\$650.00		The Price is Right	11:00 AM-12:00 PM	ROMNEY 4 PRESIDENT 403		P-2	2	MWASH-
				\$1,300.00							2	

Line: 11

10/01/12	Monday		:30	\$350.00		Local 12 News at Noon	12:00 PM-12:30 PM	ROMNEY 4 PRESIDENT 403		P-3	3	MWASH-
10/01/12	Monday		:30	\$350.00		Local 12 News at Noon	12:00 PM-12:30 PM	ROMNEY 4 PRESIDENT 403		P-3	1	MWASH-
10/02/12	Tuesday		:30	\$350.00		Local 12 News at Noon	12:00 PM-12:30 PM	ROMNEY 4 PRESIDENT 403		P-3	4	MWASH-
10/02/12	Tuesday		:30	\$350.00		Local 12 News at Noon	12:00 PM-12:30 PM	ROMNEY 4 PRESIDENT 403		P-3	2	MWASH-
				\$1,400.00							4	

Line: 12

09/27/12	Thursday	2:15:01 PM	:30	\$500.00		Local 12 News at Noon	12:00 PM-12:30 PM	ROMNEY 4 PRESIDENT 403		P-2	1	MWASH-
09/27/12	Thursday	2:22:13 PM	:30	\$500.00		Local 12 News at Noon	12:00 PM-12:30 PM	ROMNEY 4 PRESIDENT 403		P-2	3	MWASH-
09/27/12	Thursday	2:27:26 PM	:30	\$500.00		Local 12 News at Noon	12:00 PM-12:30 PM	ROMNEY 4 PRESIDENT 403		P-2	2	MWASH-
09/28/12	Friday	2:08:22 PM	:30	\$500.00		Local 12 News at Noon	12:00 PM-12:30 PM	ROMNEY 4 PRESIDENT 403		P-2	6	MWASH-
09/28/12	Friday	2:27:11 PM	:30	\$500.00		Local 12 News at Noon	12:00 PM-12:30 PM	ROMNEY 4 PRESIDENT 403		P-2	5	MWASH-
09/28/12	Friday	2:03:01 PM	:30	\$500.00		Local 12 News at Noon	12:00 PM-12:30 PM	ROMNEY 4 PRESIDENT 403		P-2	4	MWASH-
				\$3,000.00							6	

Line: 13

[Filtered by:] [Sorted by: Station]

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Agency: American Rambler Pro												
Station: WKRC-TV												
Order: 60078												
Line: 13												
10/01/12	Monday		:30	\$525.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM)	PROMNEY 4 PRESIDENT 403		P-3	4	MWASH-
10/01/12	Monday		:30	\$525.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM)	PROMNEY 4 PRESIDENT 403		P-3	1	MWASH-
10/02/12	Tuesday		:30	\$525.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM)	PROMNEY 4 PRESIDENT 403		P-3	2	MWASH-
10/02/12	Tuesday		:30	\$525.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM)	PROMNEY 4 PRESIDENT 403		P-3	3	MWASH-
											4	
Line: 14												
09/27/12	Thursday	19:27 PM	:30	\$750.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM)	PROMNEY 4 PRESIDENT 403		P-2	3	MWASH-
09/27/12	Thursday	04:38 PM	:30	\$750.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM)	PROMNEY 4 PRESIDENT 403		P-2	2	MWASH-
09/27/12	Thursday	27:40 PM	:30	\$750.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM)	PROMNEY 4 PRESIDENT 403		P-2	1	MWASH-
09/28/12	Friday	12:25 PM	:30	\$750.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM)	PROMNEY 4 PRESIDENT 403		P-2	4	MWASH-
09/28/12	Friday	12:55 PM	:30	\$750.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM)	PROMNEY 4 PRESIDENT 403		P-2	5	MWASH-
09/28/12	Friday	21:02 PM	:30	\$750.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM)	PROMNEY 4 PRESIDENT 403		P-2	6	MWASH-
											6	
Line: 16												
09/27/12	Thursday	35:26 PM	:30	\$800.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	PROMNEY 4 PRESIDENT 403		P-2	2	MWASH-
09/27/12	Thursday	42:37 PM	:30	\$800.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	PROMNEY 4 PRESIDENT 403		P-2	3	MWASH-
09/27/12	Thursday	49:18 PM	:30	\$800.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	PROMNEY 4 PRESIDENT 403		P-2	1	MWASH-
09/28/12	Friday	50:38 PM	:30	\$800.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	PROMNEY 4 PRESIDENT 403		P-2	5	MWASH-
09/28/12	Friday	42:37 PM	:30	\$800.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	PROMNEY 4 PRESIDENT 403		P-2	4	MWASH-
09/28/12	Friday	58:21 PM	:30	\$800.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	PROMNEY 4 PRESIDENT 403		P-2	6	MWASH-
											6	
Line: 17												
10/01/12	Monday		:30	\$1,200.00		6p Local 12 News at Six	(6:00 PM-6:30 PM)	ROMNEY 4 PRESIDENT 403		P-2	1	MWASH-
10/01/12	Monday		:30	\$1,200.00		6p Local 12 News at Six	(6:00 PM-6:30 PM)	ROMNEY 4 PRESIDENT 403		P-2	3	MWASH-
10/02/12	Tuesday		:30	\$1,200.00		6p Local 12 News at Six	(6:00 PM-6:30 PM)	ROMNEY 4 PRESIDENT 403		P-2	4	MWASH-
10/02/12	Tuesday		:30	\$1,200.00		6p Local 12 News at Six	(6:00 PM-6:30 PM)	ROMNEY 4 PRESIDENT 403		P-2	2	MWASH-
											4	
Line: 18												
09/27/12	Thursday	12:38 PM	:30	\$1,900.00		6p Local 12 News at Six	(6:00 PM-6:30 PM)	ROMNEY 4 PRESIDENT 403		P-1	3	MWASH-
09/27/12	Thursday	19:02 PM	:30	\$1,900.00		6p Local 12 News at Six	(6:00 PM-6:30 PM)	ROMNEY 4 PRESIDENT 403		P-1	2	MWASH-
09/27/12	Thursday	27:01 PM	:30	\$1,900.00		6p Local 12 News at Six	(6:00 PM-6:30 PM)	ROMNEY 4 PRESIDENT 403		P-1	1	MWASH-
09/28/12	Friday	27:11 PM	:30	\$1,900.00		6p Local 12 News at Six	(6:00 PM-6:30 PM)	ROMNEY 4 PRESIDENT 403		P-1	4	MWASH-
09/28/12	Friday	04:19 PM	:30	\$1,900.00		6p Local 12 News at Six	(6:00 PM-6:30 PM)	ROMNEY 4 PRESIDENT 403		P-1	5	MWASH-
09/28/12	Friday	19:32 PM	:30	\$1,900.00		6p Local 12 News at Six	(6:00 PM-6:30 PM)	ROMNEY 4 PRESIDENT 403		P-1	6	MWASH-
											6	
Line: 19												
09/27/12	Thursday	7:43:22 PM	:30	\$850.00		M-F 730p-8p	7:30 PM-8:00 PM	ROMNEY 4 PRESIDENT 403		P-2	1	MWASH-
09/27/12	Thursday	7:51:44 PM	:30	\$850.00		M-F 730p-8p	7:30 PM-8:00 PM	ROMNEY 4 PRESIDENT 403		P-2	2	MWASH-
09/27/12	Thursday	7:42:22 PM	:30	\$850.00		M-F 730p-8p	7:30 PM-8:00 PM	ROMNEY 4 PRESIDENT 403		P-2	3	MWASH-
09/28/12	Friday	7:34:30 PM	:30	\$850.00		M-F 730p-8p	7:30 PM-8:00 PM	ROMNEY 4 PRESIDENT 403		P-2	6	MWASH-

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/26/12-10/02/12

Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
Advertiser: Romney/R/President												
Agency: American Rambler Pro												
Station: WKRC-TV												
Order: 60078												
Line: 19												
09/28/12	Friday	7:35:30 PM	:30	\$850.00		M-F 730p-8p	7:30 PM-8:00 PM	ROMNEY 4 PRESIDENT 403		P-2	5	MWASH-
09/28/12	Friday	7:35:00 PM	:30	\$850.00		M-F 730p-8p	7:30 PM-8:00 PM	ROMNEY 4 PRESIDENT 403		P-2	4	MWASH-
											6	
Line: 21												
10/01/12	Monday		:30	\$1,100.00		11p M-F Local 12 News (11:00:00 PM-11:30:00 PM)		ROMNEY 4 PRESIDENT 403		P-3	1	MWASH-
10/02/12	Tuesday		:30	\$1,100.00		11p M-F Local 12 News (11:00:00 PM-11:30:00 PM)		ROMNEY 4 PRESIDENT 403		P-3	3	MWASH-
10/02/12	Tuesday		:30	\$1,100.00		11p M-F Local 12 News (11:00:00 PM-11:30:00 PM)		ROMNEY 4 PRESIDENT 403		P-3	2	MWASH-
											3	
Line: 22												
09/27/12	Thursday	11:53 PM	:30	\$1,800.00		11p M-F Local 12 News (11:00:00 PM-11:30:00 PM)		ROMNEY 4 PRESIDENT 403		P-2	1	MWASH-
09/27/12	Thursday	1:04:54 PM	:30	\$1,800.00		11p M-F Local 12 News (11:00:00 PM-11:30:00 PM)		ROMNEY 4 PRESIDENT 403		P-2	2	MWASH-
09/28/12	Friday	1:04:34 PM	:30	\$1,800.00		11p M-F Local 12 News (11:00:00 PM-11:30:00 PM)		ROMNEY 4 PRESIDENT 403		P-2	3	MWASH-
											3	
Line: 25												
09/27/12	Thursday	7:59:06 PM	:30	\$5,000.00		Thu Reg 1	8:00 PM-9:00 PM	ROMNEY 4 PRESIDENT 403		P-2	1	MWASH-
											1	
Line: 26												
09/28/12	Friday	7:59:26 PM	:30	\$1,600.00		Fri Reg 1	8:00 PM-9:00 PM	ROMNEY 4 PRESIDENT 403		P-3	1	MWASH-
											1	
Line: 28												
09/29/12	Saturday	7:07:33 AM	:30	\$125.00		6a-8a Local 12 News Sat (6:00:00 AM-7:00:00 AM)		ROMNEY 4 PRESIDENT 403		P-3	1	MWASH-
											1	
Line: 29												
09/29/12	Saturday	7:59:11 AM	:30	\$125.00		6a-8a Local 12 News Sat (7:00:00 AM-8:00:00 AM)		ROMNEY 4 PRESIDENT 403		P-3	1	MWASH-
											1	
Line: 30												
09/29/12	Saturday	7:24:24 AM	:30	\$350.00		CBS This Morning Satur (8:00:00 AM-9:00:00 AM)		ROMNEY 4 PRESIDENT 403		P-2	1	MWASH-
											1	
Line: 31												
09/29/12	Saturday	7:59:26 AM	:30	\$350.00		CBS This Morning Satur (9:00:00 AM-10:00:00 AM)		ROMNEY 4 PRESIDENT 403		P-2	1	MWASH-
											1	
Line: 32												
09/29/12	Saturday		:30	\$250.00		6pm Local 12 News Sat 6:00 PM-6:30 PM		ROMNEY 4 PRESIDENT 403		P-3	1	MWASH-
											1	
Line: 33												
09/29/12	Saturday	7:28:41 PM	:30	\$350.00		Sat Reg 2	9:00 PM-10:00 PM	ROMNEY 4 PRESIDENT 403		P-4	1	MWASH-
											1	
Line: 34												

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/26/12-10/02/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Romney/R/President												
Agency: American Rambler Pro												
Station: WKRC-TV												
Order: 60078												
Line: 34												
09/29/12	Saturday	:28:00 PM	:30	\$1,000.00		Sat Reg 3	10:00 PM-11:00 PM	ROMNEY 4 PRESIDENT 403		P-3	1	MWASH-
											1	
Line: 35												
09/29/12	Saturday	:13:05 PM	:30	\$1,800.00		11p M-Su Local 12 New	(11:00:00 PM-11:30:00 PM)	ROMNEY 4 PRESIDENT 403		P-2	2	MWASH-
09/29/12	Saturday	:26:45 PM	:30	\$1,800.00		11p M-Su Local 12 New	(11:00:00 PM-11:30:00 PM)	ROMNEY 4 PRESIDENT 403		P-2	1	MWASH-
											2	
Line: 36												
09/30/12	Sunday	:17:45 AM	:30	\$450.00		CBS Sun Morning	(9:00:00 AM-9:30:00 AM)	ROMNEY 4 PRESIDENT 403		P-2	1	MWASH-
											1	
Line: 37												
09/30/12	Sunday	:52:49 AM	:30	\$450.00		CBS Sun Morning	(9:30:00 AM-10:00:00 AM)	ROMNEY 4 PRESIDENT 403		P-2	2	MWASH-
09/30/12	Sunday	:36:00 AM	:30	\$450.00		CBS Sun Morning	(9:30:00 AM-10:00:00 AM)	ROMNEY 4 PRESIDENT 403		P-2	1	MWASH-
											2	
Line: 38												
09/30/12	Sunday		:30	\$450.00		CBS Sun Morning	(10:00:00 AM-10:30:00 AM)	ROMNEY 4 PRESIDENT 403		P-2	1	MWASH-
09/30/12	Sunday		:30	\$450.00		CBS Sun Morning	(10:00:00 AM-10:30:00 AM)	ROMNEY 4 PRESIDENT 403		P-2	2	MWASH-
											2	
Line: 40												
09/30/12	Sunday		:30	\$450.00		630p Local 12 News Su	6:30 PM-7:00 PM	ROMNEY 4 PRESIDENT 403		P-3	1	MWASH-
											1	
Line: 41												
09/30/12	Sunday		:30	\$2,500.00		Sun Reg 1	7:00 PM-8:00 PM	ROMNEY 4 PRESIDENT 403		P-2	2	MWASH-
09/30/12	Sunday	:39:38 PM	:30	\$2,500.00		Sun Reg 1	7:00 PM-8:00 PM	ROMNEY 4 PRESIDENT 403		P-2	1	MWASH-
											2	
Line: 42												
09/30/12	Sunday	:39:58 PM	:30	\$4,500.00		Sun Reg 3	(9:00:00 PM-10:00:00 PM)	ROMNEY 4 PRESIDENT 403		P-2	2	MWASH-
09/30/12	Sunday	:19:57 PM	:30	\$4,500.00		Sun Reg 3	(9:00:00 PM-10:00:00 PM)	ROMNEY 4 PRESIDENT 403		P-2	1	MWASH-
											2	
Line: 43												
09/30/12	Sunday	:28:00 PM	:30	\$5,000.00		Sun Reg 4	10:00 PM-11:00 PM	ROMNEY 4 PRESIDENT 403		P-2	2	MWASH-
09/30/12	Sunday	:44:17 PM	:30	\$5,000.00		Sun Reg 4	10:00 PM-11:00 PM	ROMNEY 4 PRESIDENT 403		P-2	1	MWASH-
											2	
Line: 44												
09/30/12	Sunday	:27:37 PM	:30	\$1,800.00		11p M-Su Local 12 New	(11:00:00 PM-11:30:00 PM)	ROMNEY 4 PRESIDENT 403		P-2	1	MWASH-
09/30/12	Sunday	:05:13 PM	:30	\$1,800.00		11p M-Su Local 12 New	(11:00:00 PM-11:30:00 PM)	ROMNEY 4 PRESIDENT 403		P-2	2	MWASH-
											2	
											118	
											118	

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/26/12-10/02/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
Advertiser: Romney/R/President												
Agency: American Rambler Pro												
				\$105,370.00							118	
				\$105,370.00							118	
				\$105,370.00							118	

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